

The background image shows a close-up of a person's hands writing on a notepad with a red pen. A laptop is open in the background, and another laptop is in the foreground. The scene is dimly lit, with a blue and yellow color overlay. The text "Business Transformation" is written in large white letters, and "A Journey to success" is written in yellow below it.

# Business Transformation

A Journey to success

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# Complex



# Linear Complex





# | Topics

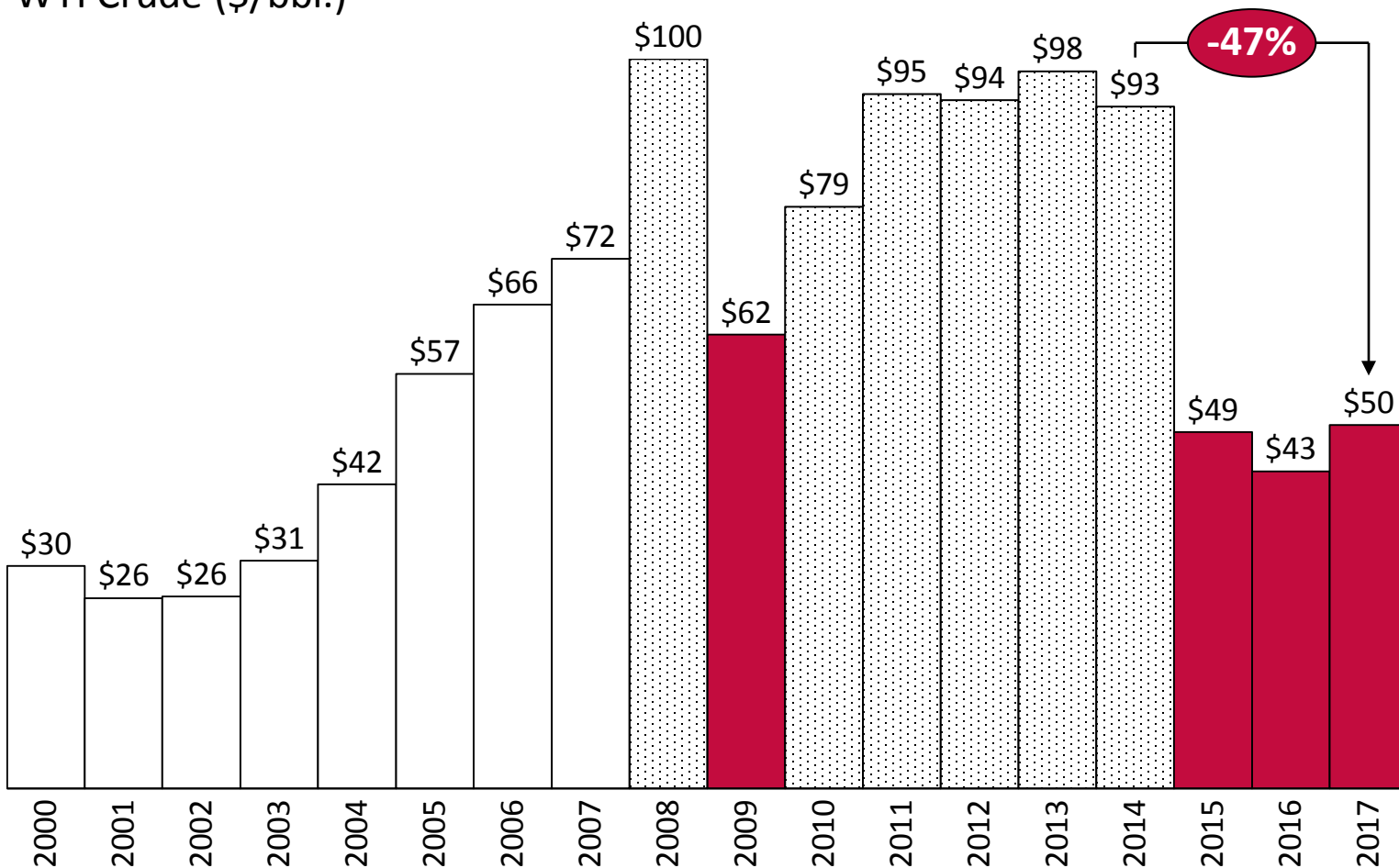
- > Oil & Gas Industry Overview
- > Change Management Roles
- > Success Journey Phase 1 - 3
- > Transformation Results
- > Q&A



# Oil and Gas Industry Overview

# Extremely volatile market conditions of the last 2 decades, calls for greater need for robust **Change Management**

WTI Crude (\$/bbl.)



Reduced Capital Expenditure

Cost Optimization

Company Restructure

Innovation & Improvements



# How does the future look in the industry?



## Supply Demand

Consistent Increase in Demand for both Oil & Gas

Oversupply – non conventional resources

Renewable energy sources



## Costs

Control costs

Need for Innovation

Culture Change



## Profit Margins

Below \$60/bbl. price scenario calls for a paradigm shift in the business model.

**Need for Change**

A close-up, top-down view of several hands stacked together in a circle, symbolizing teamwork and collaboration. The hands are of various skin tones and are wearing different types of clothing, including light blue shirts, a grey sweater, and a dark jacket. One person's wrist is visible, wearing a black leather watch with a silver case. The background is blurred, showing more people and a light-colored floor.

# | Change Management Roles

# Clear Scope

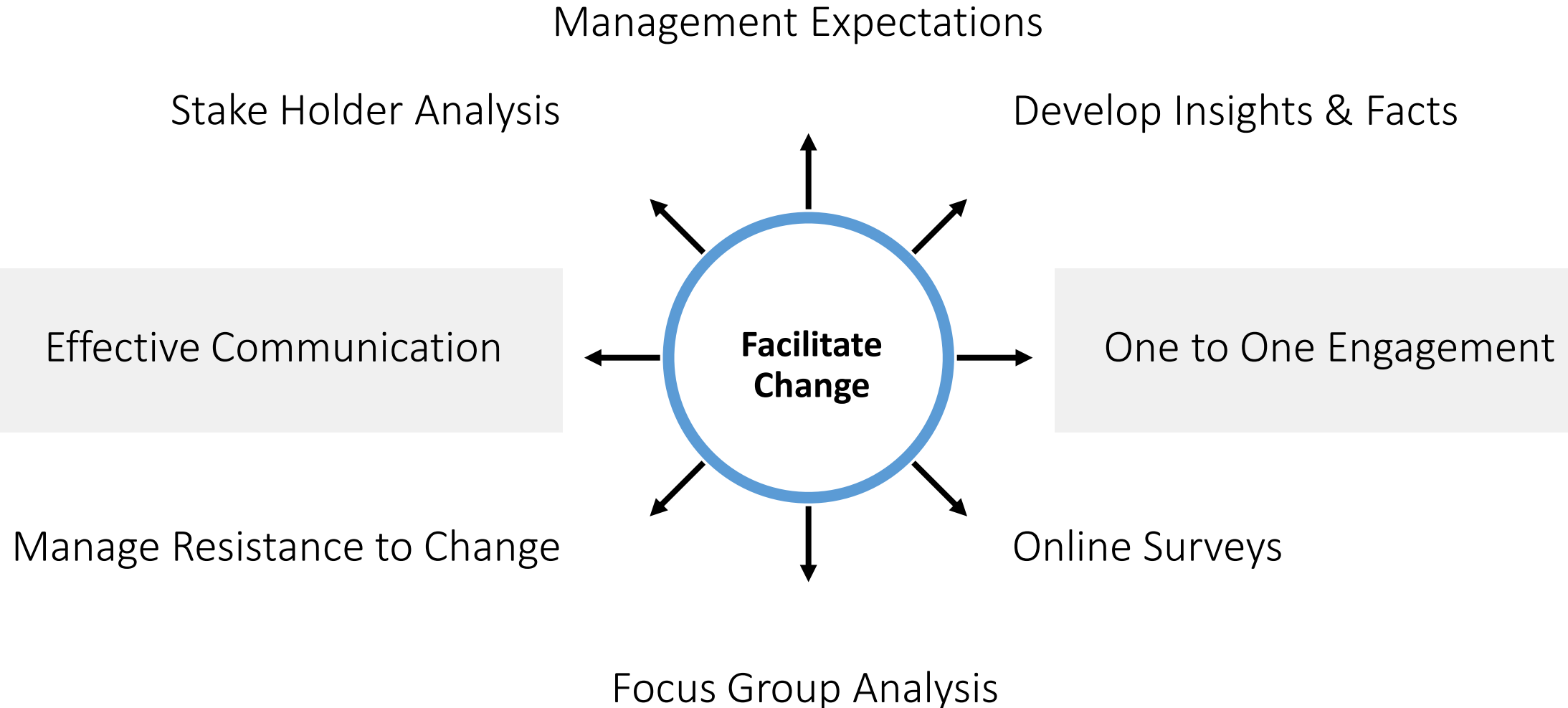


Well defined and robust governance structure is crucial  
Change Management





# What are the roles of Change Management function?



# Operational Synergies

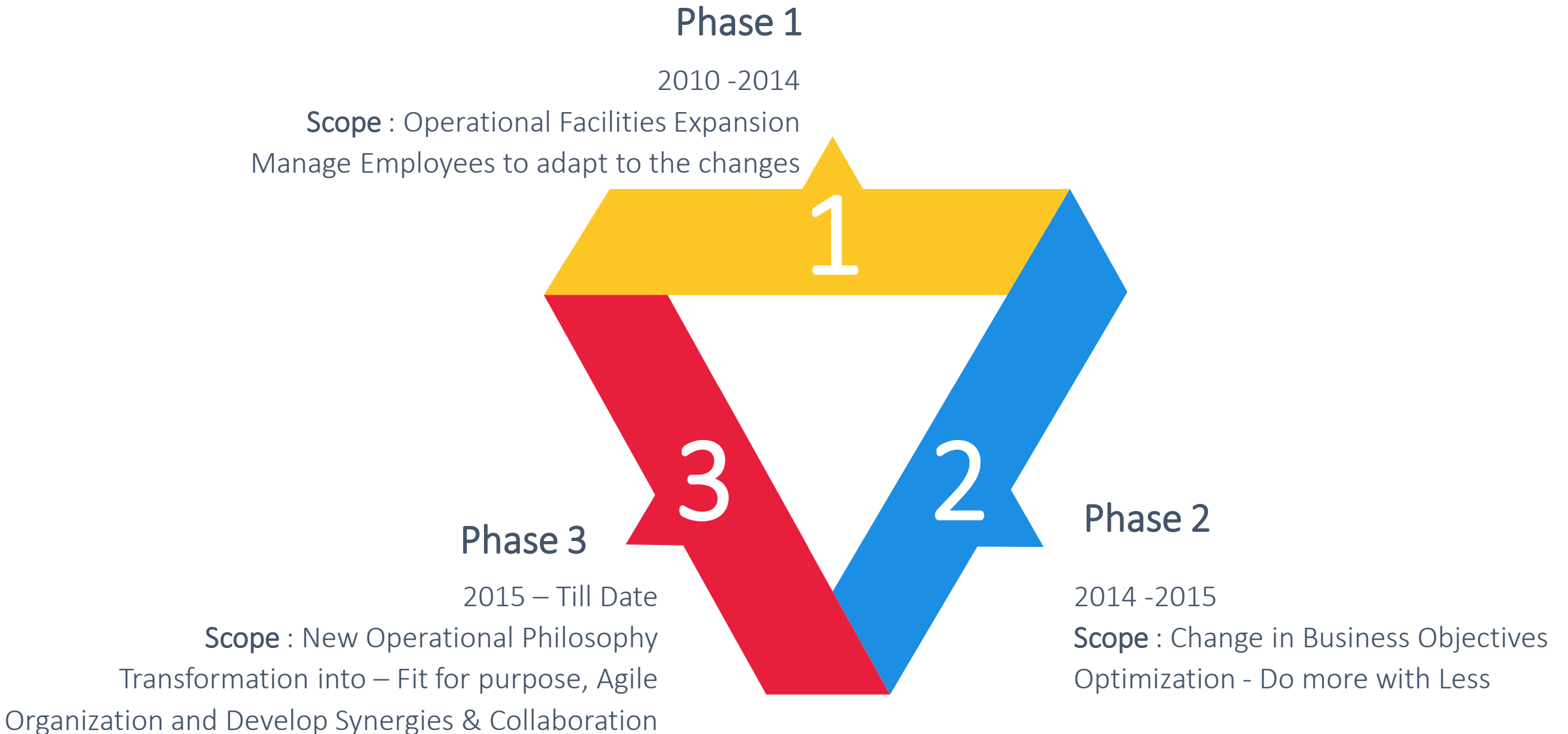




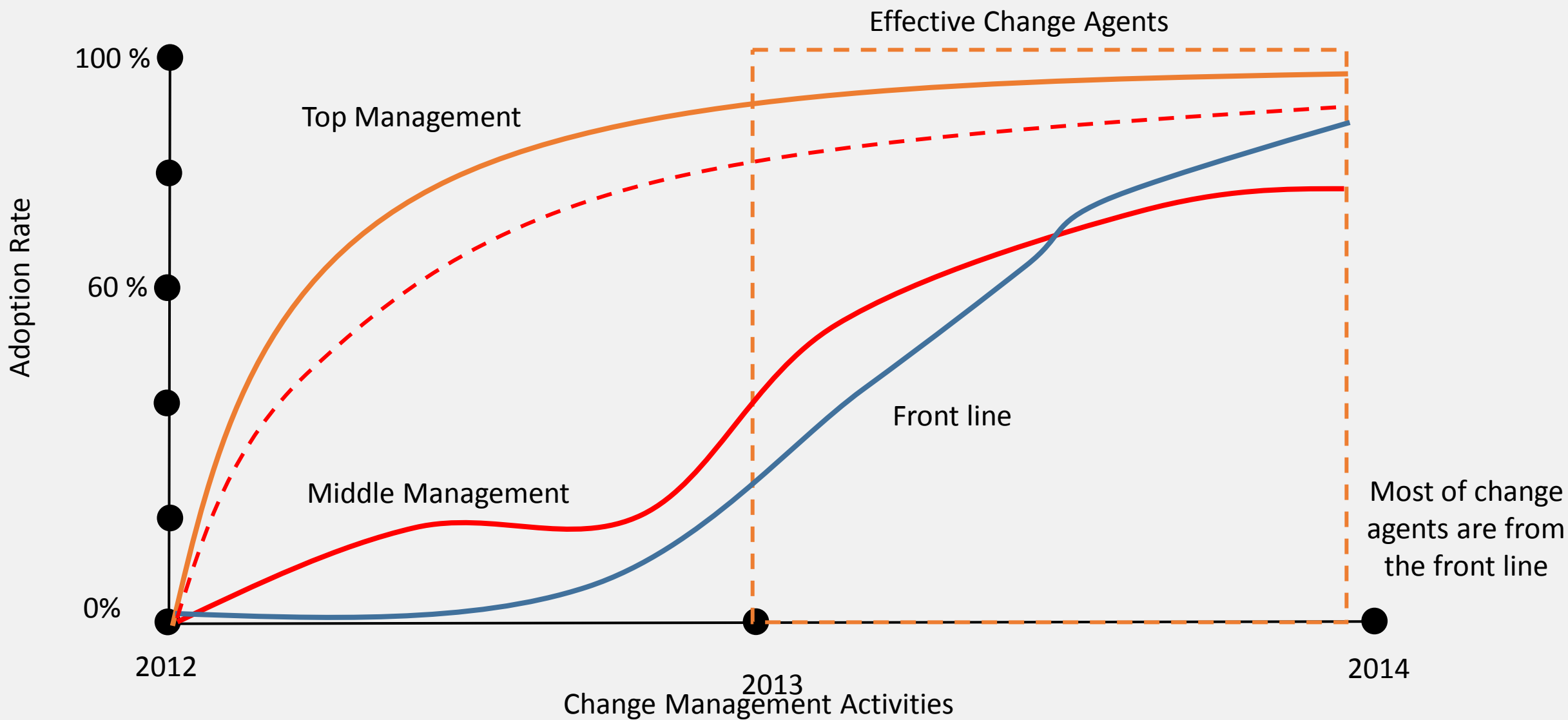
# | Success Journey



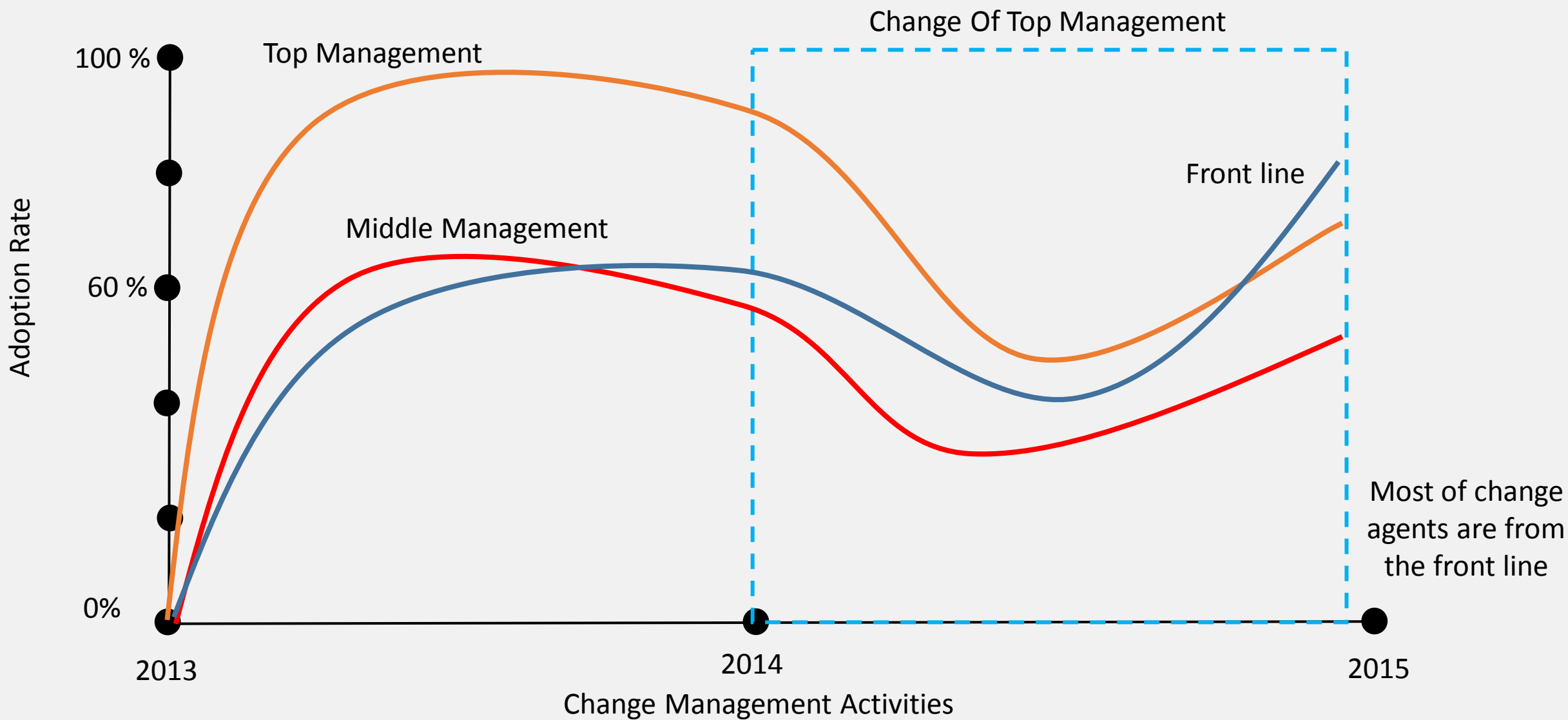
# 3 Highly Successful Phases



# Phase 1

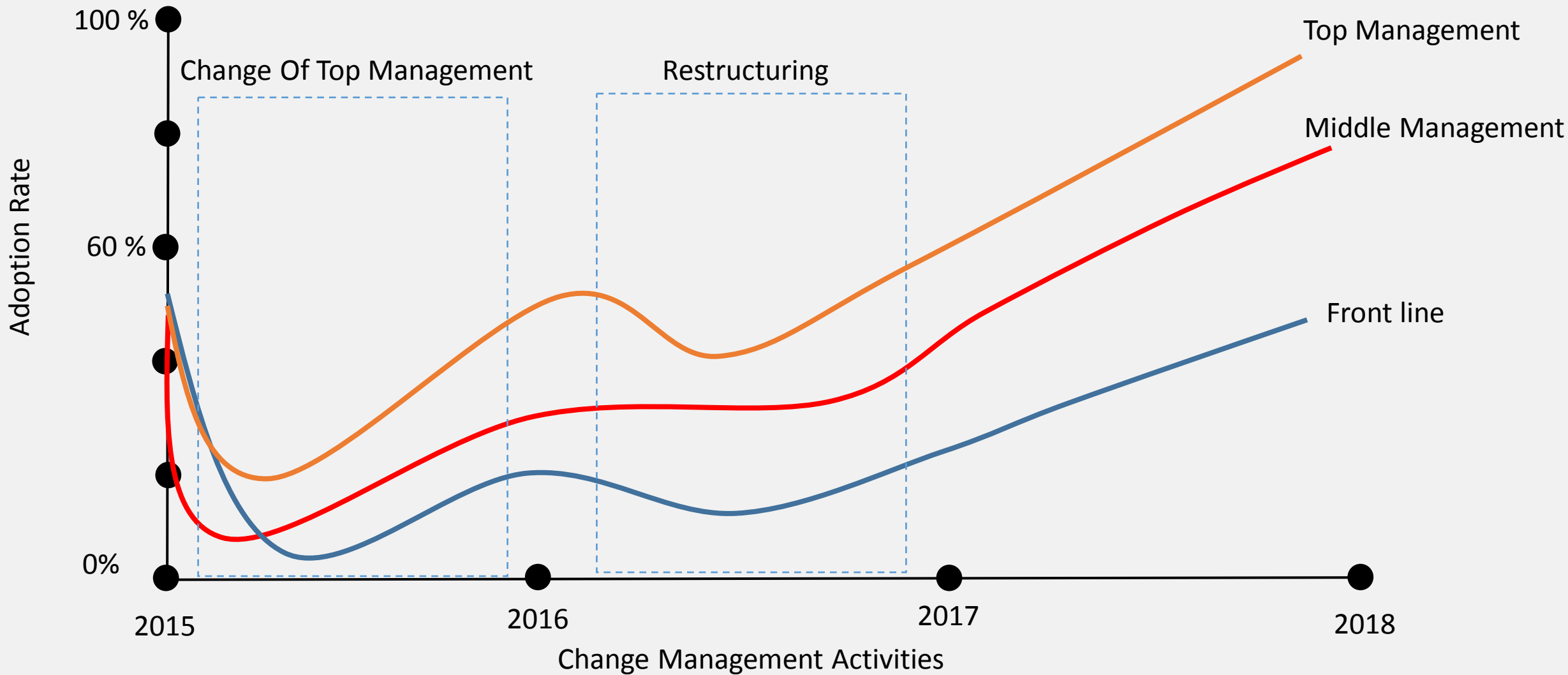


## Phase 2

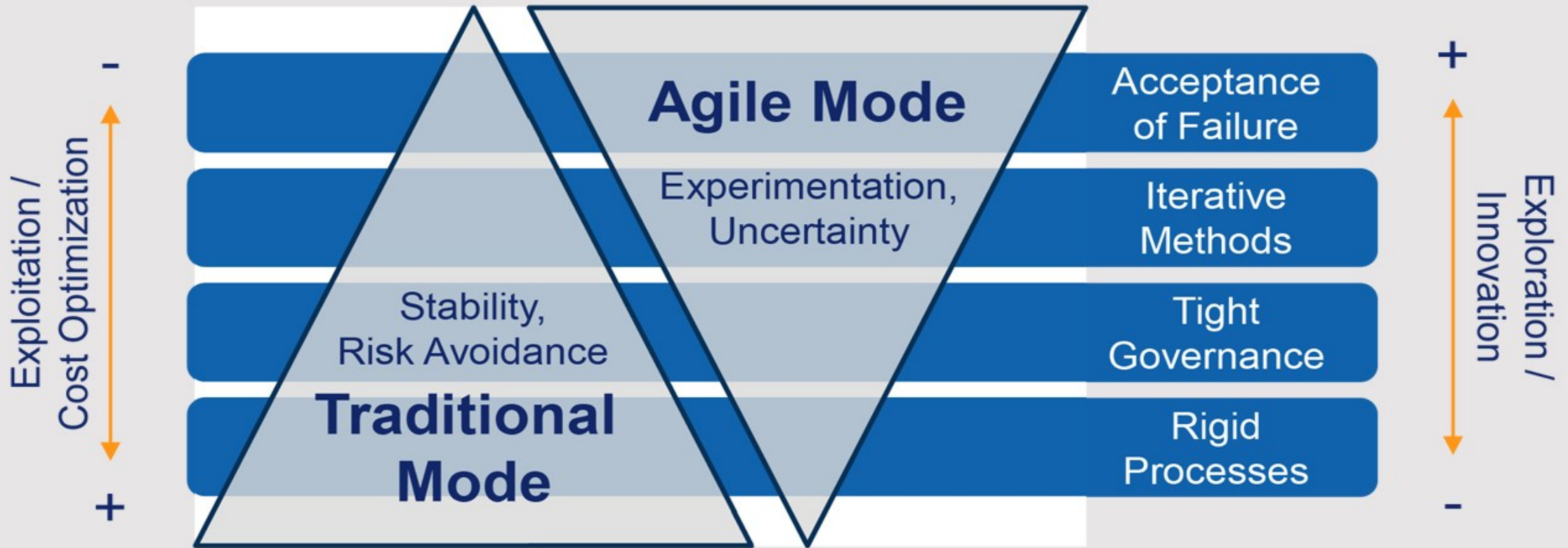




# Phase 3



# Change Management Approach



# Effective Change Agents



Learning Activities “Hands on Experience”

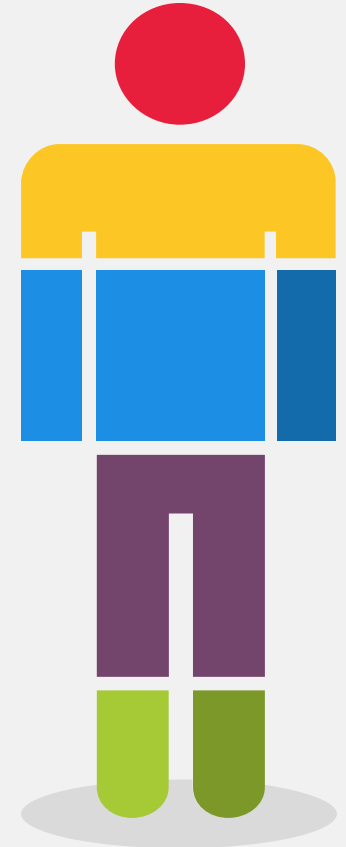


Story telling “Promote the Desired Behaviors”



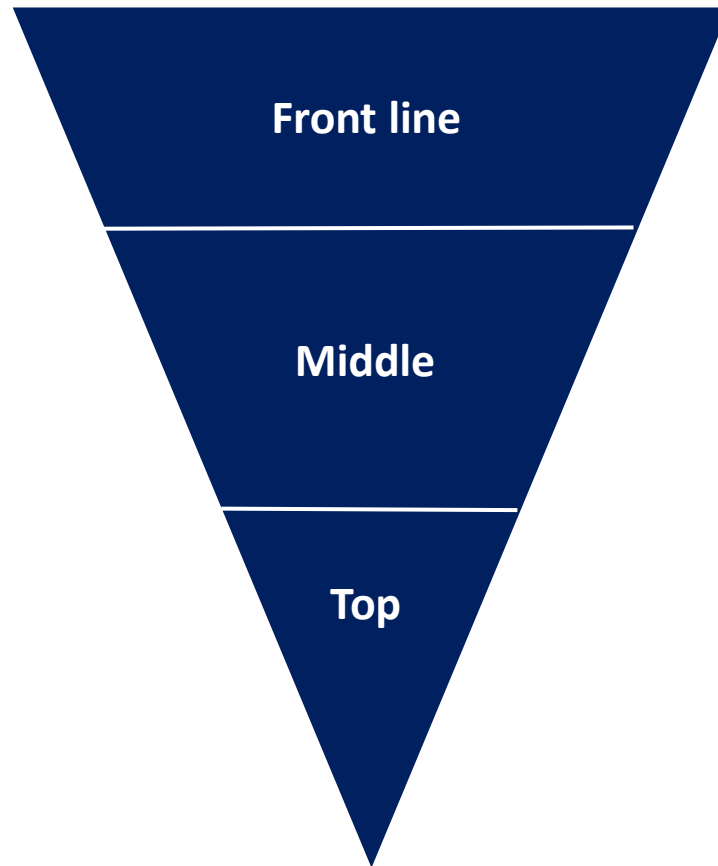
Change agents “Change Ambassador” with clear roles

- Mostly selected from front line employees
- Support the learning activities
- Promote the culture values
- Conduct awareness
- Support in evaluation the stakeholders





# Change of Change Management Strategy



## Gambia Power

The power of crowd

Utilize the power of front line employees to convince the middle management to align and live the culture values

# Organization Cultural Values



Always Put Safety First



Take Pride in Accountability



Do The Right Thing



Live Life Fully



Be a Good Neighbor



Be A Team Player

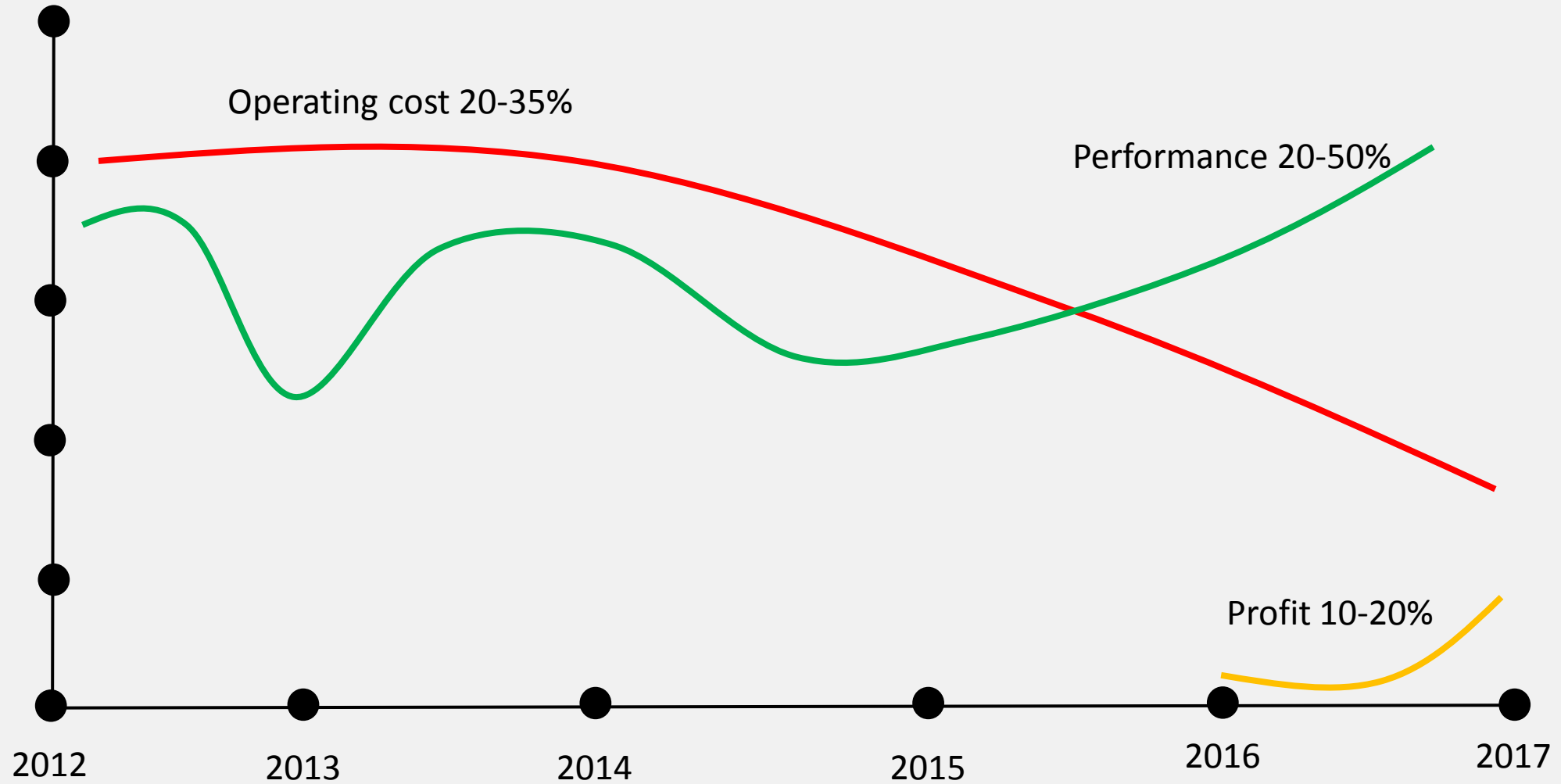


Deliver Exceptional Results



Unleash Your Potential

# Summary of the 3 Phases





# Conclusion : Lessons Learned

Organizational Cultural Values



Organizational Cultural Values

# Conclusion : Lessons Learned



# | Conclusion : Lessons Learned



Improve of Manpower utilization



Retain High Performing Employees



Reduction of Budget ( OPEX-CAPEX)



Continuous Engagement



Return of Critical Knowledge



Continues Evaluation of  
Origination Culture



*“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”*

Alvin Toffler

Thank You

A pair of brown-rimmed glasses is resting on an open notebook. The notebook has handwritten notes and a pen is lying on it. In the foreground, a laptop is partially visible. The background is blurred, showing a desk and a smartphone.